

# CASE STUDY: ATLANTA

## TAXI: YOUR CONVENTION CONNECTION

Atlanta has the Ambassador Force, a 60-plus, full-time hospitality and public safety group that helps patrol downtown and assists visitors with helpful information about the city. Originally created in 1996 to be a presence on the street during the Olympic and during conventions.

Testament to Atlanta being very friendly to conventions and tourism with over 3000 a year and a total Convention attendance of 3,105,256 in 2005. With an average expenditure \$315.00, you can see why tourism and conventions are good businesses.

Atlanta also has one of the busiest airports in the world with 95,769,857 domestic passengers.

With 57 public golf courses and 951 shopping centers; a person would have to visit three a day to see all of them in a year. Taxi's play a vital role in getting people where they need to go.

*Atlanta Convention & Visitors Bureau, 2005*



### Events to consider:

- Atlanta Home Show
- International Auto Show
- Bronner Brother Intl Beauty Show
- Bronner Brothers Intl Hair Show
- Southeastern Flower Show
- SEC Football Championships
- Supercross
- Dragon-Con